



2800 West Gore Blvd.  
Lawton, Oklahoma 73505-6377  
Office: (405) 581-2472  
FAX: (405) 581-5571

**KCCU FM**  
**CLASSIC 89**

May 10, 1995

TO: Office of the Secretary  
Federal Communications Commission  
Washington, D.C. 20554

and

Chief, Mass Media Bureau  
Room 314  
1919 M Street, N.W.  
Washington, D.C. 20554

and

International Transcription Service  
2100 M Street, N.W.  
Washington, D.C. 20554

IN THE MATTER OF MM DOCKET. NO. 95-31  
REEXAMINATION OF THE COMPARATIVE STANDARDS  
FOR NEW NONCOMMERCIAL EDUCATIONAL APPLICANTS:

DOCKET FILE COPY ORIGINAL

Dear Sirs:

As a non-commercial station manager for over 15 years at three different non-commercial stations, all which I constructed from the ground up, I feel very strongly about the issues in this docket.

The current share time, and evaluation of stations based on how the new station will integrate into the overall operations and objectives of the respective applicants makes no sense and should be eliminated.

The comparative hearings between two stations wanting the same frequency should be evaluated on the following criteria:

1. What type of station do they seek to build? A higher power station will serve more people and power should be given some consideration. A translator will not serve a community as well as a full power station, yet you can have full power stations licensed below the 250 watt translator maximum. Power should not be a factor if both those seeking the frequency build a facility adequate to serve the primary community of license.

2. The licensee which proposes to provide the most live local service should be given preference over all those who just want to relay a satellite network or operate a distant auxiliary station. In the last few years the number of low power FM stations repeating distant satellite stations has made it almost impossible for someone who wants to provide a LIVE LOCAL voice to

do just that. It is my opinion that all stations should be required to provide some live local programming in the non-commercial band if they are to receive the license for that community. Even short promotional announcements, local newscast, local live broadcast from arts or music festivals or any other such live broadcast should be required.

For example we have been seeking a station in Wichita Falls, Texas for the last two years. Now that we have raised the funds the only frequency we can find is one that is being operated as a distant NPR station translator. We filed a full power application and now they too have filed a full power application. Even though they chose only to service the community with the low power translator until we forced the power increase. This station only repeats it's Dallas signal which is over 160 miles from Wichita Falls. They (KERA) provide no local programming in Wichita Falls at all. We (KCCU) have purchased an automation system which will allow us to air separate programming from our studios just 40 miles away. We are two very close communities. Lawton/Wichita Falls share a television ADI with the ABC station in Lawton and the others in Wichita Falls.

Since MidWestern University in Wichita Falls does not want to build a public radio station and since we are the station that is closest in miles, we feel we should be given first consideration. We know the community and will serve it with local information and news. If the station is awarded KERA, then no local news or local programs will occur because of the miles between the two communities. We could have built a translator in Wichita Falls, we currently have two serving other Oklahoma communities, but choose to seek a higher power to serve such a large city and metro area.

Distance between the communities must be a concern when awarding the license in a comparative hearing. Live local programming must be a concern.

3. The station who proposes building the station with the most power to best serve the community should be given a preference. If someone builds a translator and only increases the power when they are challenged by a full power station application they were not very serious about service when they put a low power station on the air. We operate two translator stations for KCCU and know that if we want to protect our frequencies in those communities then we had better build a full power, full service station.

4. Program content should be a factor in non-commercial radio. If we are going to be limited in frequencies for non-commercial radio as we are, especially in areas such as channel six television market, then program content must be considered.

I know am sure no one wants to approach this issue but we must. We do not need three NPR stations in a market, three religious stations in a market, three classical music stations in a market, etc. We must look at the format when awarding a license or when a station sells to make sure the non-commercial frequencies are providing the variety of programming they we intended to provide.

The commercial stations have many more frequencies and are market driven. In non-commercial radio we must limit the formats per market because we are depending more and more on listener donations and business underwriting and if you have three NPR stations you will be dividing the money so thin no one will be able to provide a quality service.

In the Wichita Falls market we currently have two religious non-commercial frequencies, a classical music station, and a translator for NPR service. A full power NPR frequency can not be found except to increase the power of the translator frequency. This is an example where the change in format of a station might make it possible for Wichita Falls to have a full power, full service public radio station or not. I have been working with a Wichita Falls group for over 5 years to bring our KCCU signal to Wichita Falls and we can not get it there because of the lack of a frequency. A translator has now limited the public radio service to 250 watts when it could have been constructed at over 5,000 watts.

If we win our comparative hearing against KERA we will bring to Wichita Falls their first full service public radio station. Wichita Falls is one of the unserved areas of the country which CPB has sought service for during the last few years. The low power translator that KERA threw on the air does not serve the market with a live local signal and it is now slowing a full service local station from getting on the air. By local I mean a station willing to cover the community events, be involved in all aspects of the community and be able to alert listeners if EBS is activated. It seems to me the FCC has left the EBS needs of a community go by the way side by allowing satellite feed stations with little or no local connection.

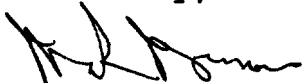
5. The financial ability to build a station without a federal grant should be a consideration. With the funding for CPB threatened, it makes sense to award a Construction Permit to an applicant that has money in the bank and can build today and not have to wait on a grant from some federal agency which might not come. If a station files for a frequency and does not have the funds to build at that time and a competing application has the funds and can build immediately then they should be given a preference. NTIA grant funds may soon be a thing of the past and communities might never be served while waiting on a station to get a federal grant.

6. Licensees should be required to show they have funds to operate the station. A good example again is a station in Wichita Falls, 90.5mhz. The station was put on the air by a group who wanted to provide classical music to Wichita Falls. They sign off the air early each evening, they had a tube burn out and they were off the air for two or three weeks, they have no announcers of there music it is basically a juke box. When the newspaper did a story on the station the manager said he did not have enough money to buy the tube or hire a staff and had to wait to get funds before he could put the station on the air. He operates the station with no local programming.

If a licensee can not operate the station 18 to 24 hours per day and does not have funds to hire adequate staff to provide a service to the community then they should not be given a license. A station that is just a juke box and does no community service is not in my opinion what the FCC wants from people who receive rare spectrum space. How much money is enough? It is my opinion that you can not operate a station in any market for less than \$10,000 a month. The CPB guidelines for a full service station of \$175,000 is probably a good rule of thumb whether you are public or just non-commercial. If you can not raise \$150,000 to start then you should not be given a license. To do any less is to not provide an adequate service to the community of license.

7. Finally, big vs. small and what it means in the non-commercial radio world. CPB and others in the public radio and television world are looking to consolidate to save money. It is my opinion that every market that can support a public radio station should be able to have their own local station and not just allow the big guys to expand into the entire surrounding area. As one of the smaller stations in the CPB system our station, KCCU, has more money in savings than many of our larger sisters stations because of the great local foundation and business support. Don't assume that a large market station can provide a better service than a small market public radio station. My staff and the success of our station is living proof that a small public station can attract over 10% of the market share. We have worked for years to be able to expand into Wichita Falls and now have to deal with a large market station who could care less about local service. They just want to get more listeners and quarter hours for donations. We to need more listeners and more donations but we want to give them something for their money.

Sincerely,



Mark Norman  
General Manager  
KCCU Cameron University  
Lawton, OK 73505